



SHEET OF ATTY DOCKET NO. SERIAL NO. U.S. DEPARTMENT OF COMMERCE (Modified) PATENT AND TRADEMARK OFFICE 7791-0092-25X DIV NEW APPLICATION **APPLICANT** LIST OF REFERENCES CITED BY APPLICANT **WILL H. GARDENSWARTZ ET AL** FILING DATE HEREWITH GROUP UNASSIGNED **U.S. PATENT DOCUMENTS EXAMINER** DOCUMENT **SUB FILING DATE** DATE NAME CLASS INITIAL NUMBER CLASS IF APPROPRIATE 5,687,322 11/11/97 Deaton et al. 705 AB 5.806,044 09/08/98 Powell 705 14 AC 01/05/99 5,857,175 Day et al. 705 AD 5,832,457 11/03/98 O'Brien et al. 14 ひら ΑE 5,855,007 Jovicic et al. 12/29/98 705 14 AF 04/06/93 5,201,010 Deaton et al. ひりり AG 5,237,620 08/17/93 Deaton et al. 14 705 AH 5,621,812 04/15/97 Deaton et al. つひち 14 ΑI 5,592,560 01/07/97 Deaton et al. 705 5,642,485 06/24/97 Deaton et al. 14 705 AK 5,644,723 07/01/97 Deaton et al. 7U5 AL 5,305,196 04/19/94 Deaton et al. 705 AM AN **FOREIGN PATENT DOCUMENTS** DOCUMENT TRANSLATION DATE COUNTRY NUMBER YES NO AO AP AQ AR AS AT ΑU AV OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.) AW

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SERIAL NO. ATTY DOCKET NO. U.S. DEPARTMENT OF COMMERCE Foan PTO 1449 PATENT AND TRADEMARK OFFICE 7791-0092-25X DIV NEW APPLICATION (Middified) APPLICANT LIST OF REFERENCES CITED BY APPLICANT WILL H. GARDENSWARTZ ET AL GROUP **FILING DATE UNKNOWN** HEREWITH U.S. PATENT DOCUMENTS **FILING DATE** SUB DOCUMENT **EXAMINER** CLASS DATE NAME **CLASS** IF APPROPRIATE NUMBER INITIAL 705 12/08/98 Gerace 10 AA 5,848,396 06/02/98 Golden et al. 70*5* AB 5,761,648 705 10/08/91 Schultz et al. AC 5.056.019 705 De Lapa et al. 10/04/94 AD 5,353,218 383 Stein et al. 10/17/95 ΑE 5,459,306 AF AG AH ΑI AJ ΑK AL AM AN FOREIGN PATENT DOCUMENTS **TRANSLATION** DOCUMENT DATE COUNTRY NO YES NUMBER XX 07/03/97 WIPO AO WO 97/23838 XX 0 512 509 A2 11/11/92 Europe AP AQ AR AS AT ΑU AV OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.) IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998 IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998 In this Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989 ΑZ **Date Considered** لتماوح 20 Examiner \*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance/and not considered. Include copy of this form with next communication to applicant.

Date is assumed based on date below the Space Shuttle picture.

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bost	AB	5,649,114	07/15/97	Deaton et al	705	14	<u>.</u> .	
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104	AB	5,249,044	09/28/93	Henry VON KOHORN	725	23			
lost	AC	5,285,278	02/08/94	Michael J. HOLMAN	725	23			
Ort	AD	5,287,181	02/15/94	Michael J. HOLMAN	348	473			
084	AE	5,380,991	01/10/95	Luis VALENCIA, et al.	235	383			
hor	AF	5,483,049	01/09/96	Everett E. SCHULZE, JR.	705	14			
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